JAPAN

2500058893

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III. JAPAN

2500058894

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: JAPAN

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	307.6	306.7	312.8	320.3	326.0	329.0
OF WHICH LOCAL MANUFACTURE:	281.7	271.2	268.4	270.1	272.5	273.1
IMPORTED TOTAL	25.9	35.5	44.4	50.3	53.5	55.9
IMPORT SEGMENT SHARE %	8.4	11.6	14.2	15.7	16.4	17.0
INTERNATIONAL TOTAL	27.4	37.7	46.7	53.6	57.5	60.7
INTERNATIONAL SEGMENT SHARE %	8.9	12.3	14.9	16.7	17.6	18.4
POPULATION TOTAL (MILLIONS)	122.3	122.8	123.3	123.6	124.0	124.4
PER CAPITA CONSUMPTION	2,515	2,498	2,537	2,591	2,629	2,645
SMOKER INCIDENCE						
% OF TOTAL POPULATION	36.7	36.3	36.1	36.7	36.9	36.1
% OF FEMALE POPULATION	13.4	13.1	12.7	14.3	14.2	13.3
% OF MALE POPULATION	61.6	61.2	61.1	60.5	61.2	60.4
COMPANY SHARES						
1)JAPAN TOBACCO	91.1	87.7	85.1	83.3	82.4	81.6
2)PHILIP MORRIS (INCL. MARLBORO)	5.7	7.5	9.1	10.7	11.3	11.7
3)B.A.T.	2.0	2.8	3.2	3.3	3.7	3.9
4)R.J. REYNOLDS	0.8	1.3	1.8	1.9	2.0	2.0
5)ROTHMANS	0.1	0.2	0.3	0.3	0.4	0.4
6)AMERICAN TOBACCO	0.2	0.3	0.4	0.2	0.2	0.2
OTHERS	0.1	0.2	0.1	0.3	0.0	0.1

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(JAPAN)			1987	1988	1989	1990	1991	1992
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) MILD SEVEN	JT	JT	43.2	41.1	40.6	39.5	38.8	38.3
2) CASTER	JT	JT	7.7	8.0	8.6	8.7	9.8	10.8
3) SEVEN STARS	JT	JT	10.6	9.5	9.0	9.6	9.9	9.4
4) CABIN	JT	JT	6.9	6.2	6.7	6.7	6.9	7.0
5) LARK	PMI	PMI	3.1	3.8	4.4	5.1	5.1	5.1
6) HILITE	JT	JT	5.0	5.9	5.0	4.4	3.9	3.6
7) PEACE	JT	JT	3.9	3.6	3.4	3.3	3.1	3.1
8) HOPE	JT	JT	3.4	3.1	3.0	2.8	2.6	2.7
9) KENT	BAT	BAT	1.4	1.6	1.8	2.0	2.2	2.3
10) PARLIAMENT	PMI	PMI	0.7	0.9	1.1	1.4	1.7	1.8
11) PHILIP MORRIS	PMI	PMI	1.3	1.3	1.2	1.3	1.4	1.4
12) MARLBORO	PMI	JT	1.5	0.7	0.7	1.0	1.2	1.4
13) ECHO	JT	JT	2.7	2.4	2.0	1.8	1.5	1.3
TOTAL TOP THIRTEEN			90.4	88.0	87.5	87.6	88.1	88.4
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			96.9	96.6	96.3	96.1	95.8	95.6
FILTER MENTHOL			2.1	2.5	2.9	3.2	3.5	3.8
NON-FILTER			1.0	0.9	0.8	0.7	0.7	0.6
CHARCOAL FILTER			78.2	80.4	81.4	83.1	84.0	84.4
PRICE SEGMENTATION %								
PREMIUM (Y280 & over)			1.4	1.6	1.7	2.0	2.3	2.3
HIGH (Y221-279)			17.1	17.1	19.6	22.3	26.1	30.4
MEDIUM (Y220)			71.5	69.6	68.5	67.2	64.6	60.8
LOW (BELOW 220)			10.1	11.7	10.1	8.6	7.0	0.2
TAR & NICOTINE SEGMENTATION %								
ULTRA LOW (BELOW 6.1)			0.5	1.8	5.0	10.7	14.9	19.0
LOW (6.1-11)			35.1	36.0	35.9	37.0	37.3	36.4
MEDIUM (11.1 - 16)			49.8	49.4	47.3	33.5	36.2	37.0
HIGH/FULL FLAVOR (16.1 & OVER)			14.6	12.8	11.7	18.8	11.6	7.5

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(JAPAN)	1987	1988	1989	1990	1991	1992
TOBACCO TYPE SEGMENTATION %						
BLEND: AMERICAN/DOMESTIC	100	100	100	100	100	100
LENGTH SEGMENTATION %						
70 MM AND SHORTER	7.5	6.7	6.0	5.5	5.0	4.7
80 MM to 85 MM	90.4	90.8	90.9	91.1	90.7	90.4
100MM (90/95/100/120)	2.2	2.5	3.0	3.5	4.3	4.9
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK (10'S)	3.8	3.5	3.3	3.1	2.9	2.9
20 CIGTS/PACK (20'S)	95.7	96.1	96.3	96.6	96.8	96.8
OVER 30 CIGTS/PACK (50'S)	0.4	0.4	0.4	0.4	0.3	0.3
PACK TYPE SEGMENTATION %						
SOFT PACK	94.6	94.0	86.3	78.9	72.6	69.0
FLIP TOP BOX	1.4	2.3	10.3	17.9	24.5	28.0
PRINCESS PACK	0.04	0.04	0.1	0.1	0.1	0.4
OTHERS	3.9	3.6	3.4	3.1	2.9	2.9

CIGARETTE ADVERTISING MEDIA AVAILABILITY

1)YES
2)BANNED
3)RESTRICTED

A)TELEVISION	3 (time and GRP limits)
B)RADIO	3 (GRP limits)
C)NEWSPAPERS	1 (maximum at 1/3 Page)
D)MAGAZINES	1 (not for female magazines)
E)COUPONS	2
F)POINT OF SALE	1
G)BILLBOARDS	1
H)CINEMA	1
I)SAMPLING	1

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(JAPAN)		1987	1988	1989	1990	1991	1992
HEALTH WARNING & T&N LISTINGS ANSWER EITHER: YES OR NO							
WARNING ON:	A)PACKS	YES	YES	YES	YES	YES	YES
	B)CARTONS	NO	NO	NO	NO	NO	NO
	C)ADVERTISING	NO	NO	NO	YES	YES	YES
SPECIFIC T&N NUMBERS ON:							
	A)PACKS	NO	NO	NO	YES	YES	YES
	B)CARTONS	NO	NO	NO	NO	NO	NO
	C)ADVERTISING	NO	NO	NO	YES	YES	YES
TAR BANDS PRINTED ON:							
	A)PACKS	NO	NO	NO	NO	NO	NO
	B)CARTONS	NO	NO	NO	NO	NO	NO
	C)ADVERTISING	NO	NO	NO	NO	NO	NO

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Source: https://www.industrydocuments.ucsf.edu/docs/mtgl0000

(JAPAN)	1987	1988	1989	1990	1991	1992
IMPORTED BRANDS SHARE OF IMPORT SEGMENT						
MANUFACTURERS						
PHILIP MORRIS	62.0	58.5	59.0	61.9	61.3	60.6
B.A.T.	23.9	24.4	22.5	21.3	22.6	23.0
R.J. REYNOLDS	9.1	11.6	12.8	12.2	12.0	11.9
OTHER	5.0	5.5	5.6	4.6	4.1	4.4
BRANDS						
LARK	36.9	33.1	31.2	32.3	31.4	29.8
KENT	16.9	14.2	13.0	12.6	13.6	13.8
PARLIAMENT	7.9	7.5	7.9	9.2	10.2	11.1
P.M.	14.9	11.6	8.8	8.2	8.5	8.3
LUCKY STRIKE	5.1	5.2	6.1	6.1	6.5	6.6
SALEM	4.3	4.7	4.9	4.9	5.5	6.1
MERIT	-	-	4.7	5.4	5.3	5.7
VIRGINIA SLIMS	2.1	2.0	2.6	3.3	4.1	4.7
CAMEL	1.4	1.5	2.0	2.0	2.2	2.3
VANTAGE	-	-	2.8	2.8	2.3	1.8
DUNHILL	0.5	0.3	0.3	0.3	0.5	1.1
L&M	-	4.2	3.7	3.3	1.8	0.9
OTHERS	10.5	16.0	12.4	9.7	8.8	8.8

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Source: https://www.industrydocuments.ucsf.edu/docs/mtgl0000

(JAPAN)	1987	1988	1989	1990	1991	1992
INTERNATIONAL BRANDS SHARE OF INT'L SEGMENT MANUFACTURERS						
PHILIP MORRIS	64.0	61.0	61.0	64.2	64.0	63.7
B.A.T.	22.6	22.9	21.4	20.0	21.0	21.2
R.J. REYNOLDS	8.6	10.9	12.2	11.4	11.2	11.0
OTHER	4.8	5.2	5.4	4.6	3.8	4.1
BRANDS						
LARK	34.9	31.1	29.6	30.3	29.2	27.5
KENT	16.0	13.3	12.3	11.9	12.6	12.7
PARLIAMENT	7.4	7.1	7.5	8.7	9.5	10.3
MARLBORO	5.4	6.0	5.0	6.2	7.0	7.9
P.M.	14.1	10.9	8.4	7.7	7.9	7.6
LUCKY STRIKE	4.9	4.9	5.8	5.7	6.1	6.1
SALEM	4.1	4.4	4.6	4.6	5.1	5.7
MERIT	-	-	4.5	5.0	4.9	5.3
VIRGINIA SLIMS	1.9	1.9	2.4	3.1	3.8	4.3
VANTAGE	-	-	2.6	2.7	2.1	2.1
CAMEL	1.3	1.4	1.9	1.9	2.0	1.6
OTHERS	9.9	19.0	15.3	12.2	9.8	8.9

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ASIA/
PACIFIC

2500058901

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IV. ASIA/PACIFIC

AUSTRALIA

CHINA

FIJI

GUAM

HONG KONG

INDIA

INDONESIA

KOREA

MALAYSIA

PAKISTAN

PHILIPPINES

SINGAPORE

TAIWAN

THAILAND

2500058902

Source: https://www.industrydocuments.ucsf.edu/docs/mtgl0000

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: AUSTRALIA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	33.6	34.5	33.7	34.6	34.2	33.2
OF WHICH LOCAL MANUFACTURE:	33.1	34.0	33.2	34.1	34.1	33.1
OTHERS	0.5	0.5	0.5	0.5	0.1	0.1
POPULATION TOTAL (MILLIONS)	16.0	16.5	16.8	17.0	17.4	17.5
PER CAPITA CONSUMPTION	2,110	2,091	2,007	2,035	1,967	1,894
SMOKER INCIDENCE (ESTIMATED)						
% OF TOTAL POPULATION	28.9	28.0	27.8	26.9	26.0	25.3
% OF FEMALE POPULATION	27.8	27.1	26.8	26.0	25.5	24.1
% OF MALE POPULATION	30.0	29.0	28.8	27.8	26.6	26.5
COMPANY SHARES % *						
1) PHILIP MORRIS LIMITED	32.4	32.6	33.1	36.7	36.8	35.9
2) ROTHMANS	36.9	35.7	35.6	34.9	36.2	32.1
3) AMATIL (B.A.T.)	29.7	30.8	30.6	27.7	26.6	32.0
4) R.J. REYNOLDS	1.0	0.9	0.7	0.6	0.3	0.0

*SOURCE: Nielsen Retail Index

Source: https://www.industrydocuments.ucsf.edu/docs/mtgl0000

AUSTRALIA

		1987	1988	1989	1990	1991	1992
BRAND FAMILY SHARES % *							
BRAND NAME	MANUFACTURER						
1) WINFIELD	ROTHMANS	23.2	22.4	21.7	20.5	18.0	15.8
2) LONGBEACH	P.M.L.	---	---	---	8.9	13.2	15.2
3) PETER JACKSON	P.M.L.	18.3	18.3	18.0	16.1	14.3	13.6
4) HORIZON	B.A.T.	---	---	---	---	6.4	11.2
5) BENSON & HEDGES	B.A.T	11.8	12.6	12.3	11.4	10.3	8.5
6) HOLIDAY	ROTHMANS	---	---	---	---	6.4	7.1
7) STRADBROKE	B.A.T	---	3.2	7.4	7.5	6.6	5.3
8) DUNHILL	ROTHMANS	3.8	3.9	3.9	3.8	3.6	3.4
9) ALPINE	P.M.L.	4.6	4.6	4.4	3.8	3.5	3.3
10) ESCORT	B.A.T.	4.2	3.8	3.2	3.0	2.3	2.7
11) SPECIAL MILD	ROTHMANS	1.5	2.9	4.0	3.9	3.0	1.6
12) MARLBORO	P.M.L.	3.3	2.8	2.4	2.1	1.9	1.6
13) WILLS	B.A.T.	3.4	2.8	2.2	1.8	1.4	1.0
14) RANSOM	ROTHMANS	1.8	1.3	0.8	0.6	0.5	1.0
15) PETER STUYVESANT	ROTHMANS	2.3	1.8	1.6	1.4	1.2	0.9
16) FORTUNE	P.M.L.	---	1.5	2.9	2.2	1.4	0.7
17) SUPERLIGHTS	P.M.L.	2.0	2.4	2.1	1.5	1.0	0.6
18) CRAVEN A	B.A.T.	1.5	1.3	0.9	0.8	0.7	0.6
19) BRANDON	ROTHMANS	---	---	---	1.8	1.3	0.4
20) JOHN PLAYER/PLAYERS	B.A.T.	1.5	1.1	0.9	0.6	0.7	0.4
21) CAMBRIDGE	ROTHMANS	1.8	1.3	1.0	0.8	0.6	0.4
22) COMMODORE	B.A.T.	2.1	1.4	1.0	0.6	0.4	0.2
23) OTHER		12.9	10.6	9.3	6.9	5.0	4.5
MARKET SEGMENTATION %							
FILTER (NON MENTHOL)		85.7	87.5	88.2	88.8	89.6	90.0
FILTER MENTHOL		13.5	11.7	11.5	11.0	10.4	10.0
NON-FILTER		0.8	0.5	0.3	0.2	---	---
PRICE SEGMENTATION %							
HIGH/PREMIUM (20's/25's)		62.8	59.7	55.1	50.4	45.2	40.2
MEDIUM (30's)		34.5	32.5	28.0	24.0	19.8	15.6
LOW (35's/40's,50's)		2.7	7.8	16.9	25.6	35.1	44.2
TOBACCO TYPE SEGMENTATION %							
BLEND: AMERICAN		10.0	9.3	7.2	7.0	5.7	4.3
VIRGINIA		90.0	90.7	92.8	93.0	94.3	95.7

*SOURCE: Nielsen Retail Index

2500058904

Source: https://www.industrydocuments.ucsf.edu/docs/mtgl0000

AUSTRALIA

	1987	1988	1989	1990	1991	1992
LENGTH SEGMENTATION %						
70 MM AND SHORTER	0.2	---	---	0.3	---	---
71 MM TO 79 MM	2.8	4.1	1.8	1.7	1.1	0.7
80 MM TO 85 MM	96.1	95.5	98.1	97.8	98.9	99.3
86 MM TO 94 MM	0.8	0.4	0.1	0.2	---	---
OVER 100 MM	0.1	---	---	---	---	---
PACK COUNT SEGMENTATION %						
15 CIGTS/PACK	1.5	0.9	0.1	0.0	0.0	0.0
20 CIGTS/PACK	13.0	10.9	9.0	7.4	6.2	4.8
25 CIGTS/PACK	48.3	47.9	46.0	43.0	38.9	35.4
30 CIGTS/PACK	34.5	32.5	28.0	24.0	19.8	15.6
35 CIGTS/PACK	2.7	7.7	14.9	14.1	11.6	8.3
40 CIGTS/PACK	---	0.1	2.0	11.0	14.4	17.7
50 CIGTS/PACK	---	---	---	0.5	9.1	18.2
PACK TYPE SEGMENTATION %						
SOFT PACK	1.0	0.6	0.6	0.4	0.6	0.5
FLIP TOP BOX	98.2	99.0	99.0	99.4	99.4	99.5
PRINCESS PACK	0.8	0.4	0.4	0.2	---	---
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	3	3	3	2	2	2
D) MAGAZINES	3	3	3	2	2	2
E) COUPONS	3	3	3	2	2	2
F) POINT OF SALE	3	3	3	3	3	3
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	3	3	3	2	2	2
I) SAMPLING	3	3	3	3	3	3

*SOURCE: Nielsen Retail Index

2500058905

Source: https://www.industrydocuments.ucsf.edu/docs/mtgl0000

AUSTRALIA

	1987	1988	1989	1990	1991	1992
HEALTH WARNIG & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES	YES
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
CIGARS (MILLIONS)	68.8	62.2	57.3	57.2	55.8	52.8
PIPE TOBACCO (THOUSAND KILOS)	205.0	---	---	---	---	---
ROLL YOUR OWN (THOUSAND KILOS)	1200.0	---	---	---	---	---

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Source: https://www.industrydocuments.ucsf.edu/docs/mtgl0000

NAME OF MARKET: CHINA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	1,337.3	1,372.5	1,583.7	1,698.0	1,519.0	1,610.0
OF WHICH LOCAL MANUFACTURE:	1,320.0	1,353.4	1,575.1	1,690.3	1,509.0	1,597.0
IMPORTED FROM 1) HONG KONG	10.4	10.5	4.1	4.1	4.8	6.0
2) U.K. VIA HONG KONG	1.6	1.6	0.9	0.8	1.2	1.9
3) U.S. VIA HONG KONG	4.7	6.1	3.0	2.3	3.6	4.7
4) OTHERS VIA HONG KONG	0.6	1.0	0.6	0.5	0.4	0.4
POPULATION TOTAL (MILLIONS)	1,073.0	1,084.0	1,097.0	1,110.0	1,160.0	1,180.0
PER CAPITA CONSUMPTION	1,246.4	1,266.2	1,443.7	1,529.7	1,309.0	1,377.0
SMOKER INCIDENCE (ESTIMATED)						
% OF TOTAL POPULATION	34.6	34.7	34.7	34.7	34.7	34.7
% OF FEMALE POPULATION	7.0	7.0	7.1	7.1	7.1	7.1
% OF MALE POPULATION	61.1	61.2	61.3	61.4	61.5	61.5
COMPANY SHARES %						
1) CHINA NATIONAL TOB. CORP.(LOCAL MANUFACTURER)	98.7	98.6	99.5	99.5	99.4	99.2
2) OTHERS	1.3	1.4	0.5	0.5	0.6	0.8
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
COMPANY SHARES OF IMPORTED & CONTRACT SEGMENT %						
1) NANYANG	20.8	20.2	18.3	41.7	39.5	38.0
2) B.A.T.	35.3	33.3	34.7	25.4	27.4	27.3
3) PHILIP MORRIS	19.2	24.1	29.0	20.3	23.9	26.5
4) R.J. REYNOLDS	2.0	1.7	1.9	4.2	3.2	4.4
5) ROTHMANS	1.2	1.2	0.4	1.7	1.1	1.4
6) H.K.T.C.	19.2	17.5	13.9	4.8	3.3	1.3
7) GALLAHER	0.7	0.4	0.1	0.0	0.0	0.0
OTHERS	1.6	1.8	1.8	1.9	1.6	1.1

2500058907

Source: https://www.industrydocuments.ucsf.edu/docs/mtgl0000

(CHINA)			1987	1988	1989	1990	1991	1992
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) LOCAL BRANDS		CHINA NAT. TOB. CORP.	98.7	98.6	99.5	99.5	99.4	99.2
IMPORTED BRAND FAMILY SHARES %								
1) DBLE HAPPINESS	NANYANG	NANYANG	20.8	20.2	18.3	41.7	34.5	38.0
2) MARLBORO	PHILIP MORRIS	PHILIP MORRIS	16.9	19.7	22.1	19.7	23.3	26.1
3) STATE EXPRESS	B&W	B&W	7.5	6.9	10.3	10.4	11.9	14.0
4) KENT	B&W	B&W	7.9	9.2	9.1	7.6	7.2	6.2
5) RUBY QUEEN	B.A.T.	B.A.T.	---	---	---	0.6	3.0	4.1
6) HILTON	B.A.T.	B.A.T.	18.3	15.9	14.1	4.4	3.3	1.7
7) WINSTON	R.J. REYNOLDS	R.J. REYNOLDS	1.5	1.3	1.2	0.8	0.7	1.3
8) VICEROY	B&W	B&W	0.7	0.7	0.9	0.6	0.6	0.9
9) GOOD COMPANION	H.K.T.C.	H.K.T.C.	19.2	17.5	13.9	4.8	2.8	0.8
10) AM. CLB.NO. 1	B.A.T.	B.A.T.	0.6	0.5	0.2	1.6	1.1	0.3
11) MONTEREY	PHILIP MORRIS	PHILIP MORRIS	2.1	3.4	6.1	0.1	0.0	0.0
OTHERS			4.5	4.9	3.9	7.7	6.6	6.6
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			34.8	37.6	41.5	42.0	50.0	65.8
FILTER MENTHOL			0.1	0.1	0.1	0.1	0.1	0.1
NON-FILTER			65.1	62.3	58.4	57.9	49.9	34.1
PRICE SEGMENTATION %								
PREMIUM			0.4	0.4	0.2	0.2	0.2	0.2
HIGH			0.7	0.7	0.2	0.1	0.1	0.1
MEDIUM			19.3	19.4	19.7	20.0	21.3	24.0
LOW			52.0	52.1	52.4	52.3	51.1	49.7
ECONOMY			27.6	27.4	27.4	27.4	27.3	26.0
TAR & NICOTINE SEGMENTATION %								
HIGH/FULL FLAVOR			100	100	100	100	100	100
TOBACCO TYPE SEGMENTATION %								
VIRGINIA			96.3	94.6	93.7	92.8	93.5	90.0

2500058908

Source: https://www.industrydocuments.ucsf.edu/docs/mtgl0000

(CHINA)	1987	1988	1989	1990	1991	1992
LENGTH SEGMENTATION %						
70 MM AND SHORTER	47.5	47.4	47.3	47.1	45.8	43.5
71 MM TO 79 MM	35.9	35.7	35.6	35.5	35.4	35.4
80 MM TO 85 MM	16.4	16.7	16.9	17.2	18.6	20.9
100MM AND ABOVE	0.2	0.2	0.2	0.2	0.2	0.2
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	9.0	9.0	8.8	8.5	8.0	7.8
20 CIGTS/PACK	91.0	91.0	91.2	91.5	92.0	92.2
PACK TYPE SEGMENTATION %						
SOFT PACK	93.0	93.0	93.0	93.0	92.8	92.5
FLIP TOP BOX	7.0	7.0	7.0	7.0	7.2	7.5
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	3	3	3	3	3	3
C) NEWSPAPERS	3	3	3	3	3	3
D) MAGAZINES	3	3	3	3	3	3
F) POINT OF SALE	3	3	3	3	3	3
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	3	3	3	3	3	3
I) SAMPLING	2	2	2	2	2	2
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	NO	NO	NO	NO	NO	YES
B) CARTONS	NO	NO	NO	NO	NO	YES
C) ADVERTISING	NO	NO	NO	NO	*	*
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

*Depends on types of media & location

2500058909

Source: https://www.industrydocuments.ucsf.edu/docs/mtgl0000

(CHINA)	1987	1988	1989	1990	1991	1992
TAR BAND PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	YES
B) CARTONS	NO	NO	NO	NO	NO	YES
C) ADVERTISING	NO	NO	NO	NO	NO	*
RETAIL PRICE (US$/PACK)						
TOTAL MARKET	0.75	0.94	0.78**	0.78	0.80	0.74
LOCAL BRANDS	0.66	0.81	0.64**	0.64	0.66	0.61
IMPORTED BRANDS	0.84	1.07	0.92**	0.92	0.93	0.86
LEADING LOCAL BRANDS	0.91	1.12	0.88**	0.88	0.90	0.84
LEADING IMPORTED BRANDS	1.10	1.30	1.15**	1.15	1.17	1.09

*Depends on types of media & location.
**Price drop due to RMB devaluation.

Source: https://www.industrydocuments.ucsf.edu/docs/mtgl0000

NAME OF MARKET: FIJI

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	.500	.560	.500	.530	.500	.500
COMPANY SHARES %						
1) B.A.T.	55.0	56.0	54.0	52.2	53.0	53.0
2) CARRERAS ROTHMANS	44.8	43.8	45.3	47.0	46.2	46.2
3) PHILIP MORRIS	0.2	0.2	0.7	0.8	0.8	0.8
BRAND FAMILY SHARES %						

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1)B&H K.S.	B.A.T.	B.A.T.	46.0	44.0	41.0	40.0	39.5	39.0
2)ROTHMANS PALL MALL	ROTHMANS	ROTHMANS	30.0	32.0	28.0	30.0	30.0	30.0
3)ROTHMANS K.S.	ROTHMANS	ROTHMANS	11.0	10.0	10.0	10.0	10.0	10.0
4)OTHERS			13.0	14.0	21.0	20.0	20.5	21.0
MARKET SEGMENTATION %								
FILTER MENTHOL			99.0	99.0	99.0	99.0	99.0	99.0
NON-FILTER			1.0	1.0	1.0	1.0	1.0	1.0
PRICE SEGMENTATION %								
POPULAR			60.0	65.0	70.0	70.0	70.0	70.0
PREMIUM			40.0	35.0	30.0	30.0	30.0	30.0
PACK COUNT SEGMENTATION %								
20 CIGTS/PACK			75.0	70.0	70.0	70.0	70.0	70.0
10 CIGTS/PACK			25.0	30.0	30.0	30.0	30.0	30.0
CIGARETTE ADVERTISING MEDIA AVAILABILITY								
NOTATIONS: 1) YES								
2) BANNED								
3) RESTRICTED								
A) TELEVISION			2	2	2	2	2	2
B) RADIO			2	2	2	2	2	2
C) NEWSPAPERS			1	1	1	1	1	1
D) MAGAZINES			1	1	1	1	1	1
E) CINEMA			2	2	2	2	2	2

2500058911

Source: https://www.industrydocuments.ucsf.edu/docs/mtgl0000

NAME OF MARKET: GUAM

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	585.0	689.0	711.0	744.0	780.0	785.0
POPULATION TOTAL (MILLIONS)	0.270	0.280	0.285	0.317	0.325	0.352
BRAND FAMILY SHARES %						
1)BENSON & HEDGES	31.2	33.5	33.4	32.7	33.1	32.5
2)MARLBORO	15.0	16.7	17.4	19.5	21.3	23.6
3)VIRGINIA SLIMS	8.6	8.7	8.5	8.8	8.9	9.2
4)LARK	1.7	2.0	1.9	2.0	1.9	1.7
OTHERS	43.5	39.1	38.8	37.0	35.0	33.0
MARKET SEGMENTATION %						
FILTER (NON-MENTHOL)	35.0	35.0	35.0	35.0	35.0	36.0
FILTER MENTHOL	65.0	65.0	65.0	65.0	65.0	64.0

Source: https://www.industrydocuments.ucsf.edu/docs/mtgl0000

NAME OF MARKET: HONG KONG DOMESTIC

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	7.22	6.87	7.15	6.99	5.10	4.98
OF WHICH LOCAL MANUFACTURE: (BILLIONS)	3.35	3.01	2.94	3.10	2.09	1.94
IMPORTED FROM 1) UNITED STATES	3.70	3.65	4.01	3.67	2.84	2.87
2) UNITED KINGDOM	0.13	0.14	0.14	0.15	0.12	0.11
3) PEOPLES REPUBLIC OF CHINA	---	0.02	0.03	0.03	0.02	0.02
4) OTHERS	0.04	0.05	0.03	0.04	0.03	0.04
POPULATION TOTAL (MILLIONS)	5.61	5.70	5.75	5.80	5.90	5.90
PER CAPITA CONSUMPTION	1,287	1,205	1,243	1,205	864	844
SMOKER INCIDENCE						
% OF TOTAL POPULATION	16.0	16.8	19.7	18.5	16.5	17.8
% OF FEMALE POPULATION	3.0	2.9	4.7	3.8	4.3	4.3
% OF MALE POPULATION	29.0	30.0	32.4	32.8	28.3	30.9
COMPANY SHARES %						
1) PHILIP MORRIS (PM)	36.0	36.8	37.6	39.0	43.0	45.6
2) B.A.T. (INCL. B&W)	35.5	35.4	34.5	33.1	30.4	27.5
3) R.J. REYNOLDS (RJR)	13.5	14.4	15.7	16.4	17.1	18.5
4) HONG KONG TOBACCO CO. (HKTC)	8.1	6.8	6.1	5.4	4.4	3.2
5) NANYANG BROTHERS (NB)	4.8	4.2	3.9	3.7	2.6	2.6
OTHERS	2.1	2.4	2.2	2.4	2.5	2.6

2500058913

Source: https://www.industrydocuments.ucsf.edu/docs/mtgl0000

(HONG KONG DOMESTIC)			1987	1988	1989	1990	1991	1992
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) MARLBORO	PHILIP MORRIS	PHILIP MORRIS	35.0	35.6	36.8	38.2	42.3	44.9
2) KENT	B&W	B&W	9.8	11.7	11.8	11.5	10.3	9.9
3) SALEM	R.J. REYNOLDS	R.J. REYNOLDS	2.1	3.4	5.3	6.7	7.8	9.5
4) HILTON	B.A.T.	B.A.T.	6.9	6.7	6.9	7.3	7.8	7.1
5) WINSTON	R.J. REYNOLDS	R.J. REYNOLDS	9.1	8.4	7.7	6.6	6.5	6.3
6) VICEROY	B&W	B&W	9.7	8.5	8.0	7.4	6.9	6.0
7) GOOD COMPANION	H.K.T.C.	H.K.T.C.	6.8	5.9	5.3	4.7	3.9	2.8
8) CAPSTAN	B.A.T.	B.A.T.	3.8	3.5	3.1	2.8	2.3	2.0
9) DOUBLE HAPPINESS	NB	NB	4.5	3.7	3.3	3.2	2.1	2.0
10) MARVELS	B.A.T.	B.A.T.	1.8	1.7	1.5	1.5	1.0	0.9
11) STATE EXP.555	B.A.T.	B.A.T.	1.7	1.7	1.8	1.4	0.8	0.7
OTHERS			8.8	9.2	8.5	8.7	8.3	7.9
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			93.5	91.7	90.3	88.9	87.9	86.0
FILTER MENTHOL			3.7	5.8	7.8	9.4	10.7	12.9
NON-FILTER			2.8	2.5	1.9	1.7	1.4	1.1
PRICE SEGMENTATION %								
PREMIUM			51.1	56.1	59.3	63.9	67.3	71.0
HIGH			20.9	19.2	17.9	14.3	13.8	12.6
MEDIUM			3.1	1.4	1.4	1.0	0.6	0.5
LOW			24.9	23.2	21.4	20.9	18.3	15.9
TAR & NICOTINE SEGMENTATION %								
LTN			8.0	3.2	11.5	14.8	17.5	20.6
HIGH/FULL FLAVOR			82.2	79.2	75.9	72.9	71.6	68.8
MILD			9.8	17.6	12.6	12.3	10.9	10.6
TOBACCO TYPE SEGMENTATION %								
BLOND: AMERICAN			87.2	87.9	88.8	89.6	91.6	92.3
VIRGINIA			12.8	12.1	11.2	10.4	8.4	7.7

2500058914

Source: https://www.industrydocuments.ucsf.edu/docs/mtgl0000

(HONG KONG DOMESTIC)	1987	1988	1989	1990	1991	1992
LENGTH SEGMENTATION %						
71 MM TO 79 MM	2.7	2.5	1.9	1.7	1.4	1.1
80 MM to 85 MM	88.0	88.3	89.6	90.1	89.8	90.6
86 MM TO 94 MM	0.3	0.3	0.2	0.2	0.3	0.4
100MM	8.6	8.5	7.9	7.6	8.2	7.5
OVER 100 MM	0.4	0.4	0.4	0.4	0.4	0.4
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	0.4	0.3	0.2	0.2	1.2	1.5
20 CIGTS/PACK	99.5	99.6	99.8	99.8	98.8	98.5
25 CIGTS/PACK	0.1	0.1	---	---	---	---
PACK TYPE SEGMENTATION %						
SOFT PACK	92.1	87.9	80.8	74.0	65.1	55.8
FLIP TOP BOX	7.1	11.4	18.7	25.5	34.4	43.7
SLIDE AND SHELL	0.4	0.4	0.2	0.3	0.3	0.3
PRINCESS PACK	0.4	0.3	0.2	0.2	0.2	0.2
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION*	1	1	1	2	2	2
B) RADIO	1	1	1	2	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	2
I) SAMPLING	1	1	1	1	1	1

*No cigarette advertising between 4:30pm - 6:30pm.

2500058915

Source: https://www.industrydocuments.ucsf.edu/docs/mtgl0000

(HONG KONG DOMESTIC)	1987	1988	1989	1990	1991	1992
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES	YES
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
CIGARS (THOUSAND KILOS)	19.6	N.A.	N.A.	N.A.	N.A.	N.A.
ROLL YOUR OWN (THOUSAND KILOS)	93.1	N.A.	N.A.	N.A.	N.A.	N.A.

Source: https://www.industrydocuments.ucsf.edu/docs/mtgl0000

NAME OF MARKET: INDIA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	75,756	81,048	84,300	84,400	83,630	78,400
LOCAL MANUFACTURE:	75,756	81,048	84,300	84,400	83,630	78,400
IMPORTED:	NIL	NIL	NIL	NIL	NIL	NIL
POPULATION TOTAL (MILLIONS)	775	797	815	827	844	860
PER CAPITA CONSUMPTION	98	102	103	102	99	91
SMOKER INCIDENCE						
% OF TOTAL POPULATION	2.5	2.5	2.6	2.5	2.5	2.5
% OF MALE POPULATION	4.8	4.9	5.0	5.0	5.0	5.0
COMPANY SHARES %						
1) INDIA TOBACCO CO.	51.9	52.6	50.7	52.2	53.6	55.6
2) GODFREY PHILLIPS	12.7	15.3	16.2	17.4	18.5	17.5
3) VAZIR SULTAN TOBACCO CO.	16.1	14.5	16.6	17.3	17.3	17.4
4) GOLDEN TOBACCO CO.	16.0	14.2	13.7	11.2	9.9	9.2
5) NATIONAL TOBACCO	2.7	3.0	2.6	1.7	0.5	0.1
6) OTHERS	0.6	0.4	0.1	0.2	0.2	0.2

2500058917

Source: https://www.industrydocuments.ucsf.edu/docs/mtgl0000

(INDIA)

BRAND SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER	1987	1988	1989	1990	1991	1992
1)SCISSORS PL.	I.T.C.	I.T.C.	17.8	18.3	18.3	16.7	15.7	15.1
2)WILLS FILTER	I.T.C.	I.T.C.	6.3	10.1	11.7	11.4	10.8	11.9
3)BRISTOL FILTER	I.T.C.	I.T.C.	3.1	2.9	2.8	4.6	8.0	9.2
4)CHARMINAR PL.	V.S.T.	V.S.T.	8.8	8.5	9.6	9.2	8.6	7.5
5)CHARMS MINI KG	V.S.T.	V.S.T.	4.8	3.6	4.1	5.1	5.4	6.3
6)PANAMA PL	G.T.C.	G.T.C.	8.0	9.0	9.0	6.8	6.6	5.7
7)FOUR SQ. PREMIER	G.P.I	G.P.I	1.3	2.9	3.4	4.2	5.5	5.1
8)GOLD FLK PL.	I.T.C.	I.T.C.	1.8	2.5	1.3	2.5	4.1	3.5
9)GOLD FLAKE FT	I.T.C.	I.T.C.	6.8	5.8	3.5	3.0	2.9	3.4
10)GOLD FLAKE KING	I.T.C.	I.T.C.	1.1	2.3	2.5	2.9	3.0	3.2
11)CAV GOLD LEAF	G.P.I.	G.P.I.	3.2	3.9	4.2	3.8	3.3	2.7
12)BERKELEY FT	I.T.C.	I.T.C.	3.9	2.7	2.0	2.5	2.2	1.8
13)CAPSTAN PL.	I.T.C.	I.T.C.	1.6	2.1	2.2	1.8	1.1	1.1
14)FLAIR FT.	G.T.C.	G.C.T.	2.3	2.4	1.4	0.8	0.8	1.1
15)FOUR SQUARE KS	G.P.I.	G.P.I.	1.4	1.8	1.9	1.5	1.3	1.0
16)REGENT SPL. FT.	N.T.C.	N.T.C.	1.5	2.5	2.2	1.3	0.4	0.1
OTHERS			26.3	18.7	19.9	21.9	20.3	21.3
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			50.5	49.3	47.8	51.2	55.4	60.4
FILTER MENTHOL			---	0.1	0.2	0.2	0.2	0.2
NON-FILTER			49.5	50.6	52.0	48.6	44.4	39.4
PRICE SEGMENTATION % *								
PREMIUM(ABOVE RS 10.00 for 10's)			6.7	6.7	6.7	6.3	5.6	5.0
MEDIUM HIGH (RS 9.00 - RS.10.00)			13.2	10.1	11.8	11.4	10.8	11.9
MEDIUM (RS 5.25 - RS 7.00)			28.8	17.8	15.0	19.4	27.2	27.9
LOW (BELOW RS 3.75)			51.3	65.4	66.5	62.9	56.4	55.2
TAR & NICOTINE SEGMENTATION %								
HIGH/FULL FLAVOR			100	100	100	100	100	100

*The revised segmentation is based on 1992 avg. prices.

2500058918

Source: https://www.industrydocuments.ucsf.edu/docs/mtgl0000

(INDIA)	1987	1988	1989	1990	1991	1992
TOBACCO TYPE SEGMENTATION %						
BLEND: VIRGINIA (LOCAL TYPE)	100	100	100	100	100	100
LENGTH SEGMENTATION %						
70 MM AND SHORTER	77.7	77.4	78.2	79.3	80.8	79.6
71 MM TO 79 MM	13.2	16.0	15.2	14.4	13.6	15.4
80 MM to 85 MM	9.1	6.6	6.6	6.3	5.6	5.0
86 MM TO 94 MM	<0.1	-	-	-	-	-
100MM	<0.1	-	-	-	-	-
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	89.7	88.8	89.9	90.0	92.0	93.5
20 CIGTS/PACK	10.3	11.2	10.1	10.0	8.0	6.5
PACK TYPE SEGMENTATION %						
SOFT PACK	9.5	10.5	8.8	8.5	7.1	5.2
FLIP TOP BOX	0.8	0.7	1.3	1.5	1.4	2.0
SLIDE AND SHELL	89.7	88.8	89.9	90.0	91.5	93.8

2500058919

Source: https://www.industrydocuments.ucsf.edu/docs/mtgl0000

(INDIA)	1987	1988	1989	1990	1991	1992
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
CIGARS (MILLIONS)	N.A.	10,000	10,600	N.A.	N.A.	N.A.
CHEWING TOBACCO (THOUSAND KILOS)	60,000	75,000	78,000	N.A.	N.A.	N.A.
SNUFF (THOUSAND KILOS)	4,500	6,600	7,000	N.A.	N.A.	N.A.
BIDI (BILLIONS)	760	810	850	890	935	1,000
OTHERS (THOUSAND KILOS)	N.A.	57,500	60,850	N.A.	N.A.	N.A.

2500058920

Source: https://www.industrydocuments.ucsf.edu/docs/mtgl0000

NAME OF MARKET: INDONESIA TOTAL

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	120,200	134,800	147,171	155,626	150,774	152,700
POPULATION TOTAL (MILLIONS)	169.00	175.59	179.14	182.80	184.70	155.80
PER CAPITA CONSUMPTION	711	768	832	841	816	819
COMPANY SHARES %						
1) GUDANG GARAM (KRETEK)	30.7	29.3	27.1	35.2	38.9	39.0
2) OTHER KRETEK MANUFACTURERS	21.9	25.8	23.9	18.0	21.0	28.4
3) DJARUM (KRETEK)	22.1	24.3	27.1	13.0	19.0	14.3
4) BENTOEL (KRETEK)	9.6	7.3	11.0	10.4	8.2	6.3
5) B.A.T. (WHITE CIGTS)	4.7	4.2	3.0	2.4	3.9	3.9
6) S.T.T.C. (WHITE CIGTS)	4.1	3.8	4.0	3.0	2.9	3.1
7) OTHER WHITE CIGT. MANUFACTURERS	6.1	4.4	3.1	3.1	4.2	2.4
8) ROTHMANS (WHITE CIGTS)	0.8	0.9	0.8	1.2	1.9	1.3
9) PHILIP MORRIS (WHITE CIGTS)	0.2	0.3	0.4	0.7	1.2	1.3
BRAND FAMILY SHARES %						
BRAND NAME						
1) GUDANG GARAM (RED FILTER)	9.8	5.9	6.1	12.2	15.7	17.8
2) GUDANG GARAM SURYA F 16	2.0	5.8	5.5	7.5	8.0	10.6
3) BENTOEL INTL BLUE F12	4.2	3.6	5.3	4.0	4.9	6.5
4) DJARUM SUPER F 12	12.1	14.7	15.7	12.2	8.9	5.1
5) DJARUM COKLAT	-	0.2	1.0	1.1	2.6	4.8
6) CRYSTAL 12	-	-	-	-	-	4.5
7) GUDANG GARAM SURYA F 12	4.0	3.6	4.2	4.7	4.6	4.1
8) GUDANG GARAM KS RED NF 12	2.1	2.3	2.4	2.7	0.9	3.7
9) CRYSTAL 16	-	-	-	-	-	3.7
10) DJARUM F SUPER 16	4.4	4.3	4.4	4.3	3.6	2.4
11) DJARUM SOE	4.7	1.9	1.2	0.7	0.3	2.4
12) COMMODORE LS	2.6	1.3	1.3	1.3	1.4	1.7
13) DJARUM 76 12	-	0.2	0.7	0.5	1.1	1.2
14) ARDATH SP KS FT	0.0	0.3	0.7	0.8	1.5	1.2
15) MARLBORO RED BOX	0.2	0.3	0.5	0.7	1.1	1.0
16) UNION FL	1.1	0.7	0.7	0.8	0.7	0.8
17) KANSAS PLAIN	0.7	0.6	0.5	0.4	0.5	0.5
18) GUDANG GARAM RED NF 10	5.0	4.6	4.2	4.6	1.5	-

2500058921

Source: https://www.industrydocuments.ucsf.edu/docs/mtgl0000

NAME OF MARKET: INDONESIA
WHITE CIGARETTE MARKET

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	19,000	17,900	16,000	16,551	19,554	18,348
COMPANY SHARES (SHARE OF MARKET %)						
1) B.A.T.	4.7	4.2	3.0	2.48	3.9	3.9
2) S.T.T.C	4.1	3.8	4.0	3.5	2.8	3.1
3) ROTHMANS	0.8	0.9	0.8	1.2	1.9	1.3
OTHERS	6.1	4.4	3.1	3.1	4.3	3.6
BRAND FAMILY SHARES %						
BRAND NAME						
1)COMMODORE LS	2.6	1.3	1.3	1.3	1.4	1.7
2)ARDATH SP KS	0.8	1.0	0.7	0.9	1.4	1.2
3)KANSAS	0.7	0.6	0.5	0.9	1.5	1.0
4)HERO	1.0	0.6	0.6	0.4	0.6	0.7
5)PANAMA FL	0.6	0.5	0.4	0.4	0.3	0.3
6)UNION FL	1.1	0.7	0.6	0.6	0.4	0.0
OTHERS	8.8	8.6	6.7	6.8	7.3	6.3
COMPANY SHARES (SHARE OF SEGMENT %)						
1) S.T.T.C.	26.1	28.6	37.0	32.7	22.3	26.0
2) B.A.T.	29.9	31.6	27.3	27.3	30.4	32.7
3) ROTHMANS	5.1	6.8	7.2	11.5	14.7	11.0
4) PHILIP MORRIS	1.5	2.1	3.8	6.7	9.5	10.0
OTHERS	37.4	31.0	24.8	21.8	23.1	20.3
BRAND FAMILY SHARES (SHARE OF SEGMENT %)						
BRAND NAME						
1)COMMODORE LS	16.6	9.8	11.9	11.9	10.6	14.6
2)UNION FL	7.0	5.3	5.7	5.5	*11.3	13.2
3)ARDATH SP KS	5.1	7.5	6.6	8.4	*11.0	10.0
4)MARLBORO	1.5	2.1	3.8	6.7	9.5	8.5
5)HERO	6.4	4.5	5.2	3.7	5.9	5.9
6)PANAMA FL	3.8	3.8	3.9	3.7	2.1	2.5
7)KANSAS	4.5	4.5	4.6	3.6	*11.9	0.5
OTHERS	55.2	62.6	58.4	51.3	38.5	36.7

*Brand Family

2500058922

Source: https://www.industrydocuments.ucsf.edu/docs/mtgl0000

(INDONESIA - WHITE CIGARETTE MARKET)	1987	1988	1989	1990	1991	1992
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	1:0	1.0	1.0	1.3	1.7	3.6
VIRGINIA	99.0	99.0	99.0	98.7	98.3	96.5
MODIFIED VIRGINIA	N/A	N/A	N/A	N/A	N/A	N/A
LENGTH SEGMENTATION %						
70 MM AND SHORTER	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
71 MM TO 79 MM	N.A.	N.A.	N.A.	N.A.	29.2	13.9
80 MM to 85 MM	N.A.	N.A.	N.A.	N.A.	49.8	81.1
100 MM	N.A.	N.A.	N.A.	N.A.	21.0	5.0
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	*1	*1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	NO	NO	NO	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

*Except Kompass Indonesia's National Day.

2500058923

Source: https://www.industrydocuments.ucsf.edu/docs/mtgl0000

(INDONESIA - WHITE CIGARETTE MARKET)	1987	1988	1989	1990	1991	1992
TAR BANDS PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS KRETEK (MILLIONS)	101,200	116,900	131,171	137,209	131,220	131,466

2500058924

Source: https://www.industrydocuments.ucsf.edu/docs/mtgl0000

NAME OF MARKET: KOREA*

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	82.1	87.3	91.7	95.9	98.9	101.9
OF WHICH LOCAL MANUFACTURE (DOMESTIC)	82.0	86.0	88.0	91.7	93.8	96.4
POPULATION TOTAL (MILLIONS)	41.6	42.0	42.4	42.8	43.2	43.7
PER CAPITA CONSUMPTION	1,974	2,079	2,163	2,241	2,289	2,331
SMOKER INCIDENCE						
% OF TOTAL POPULATION	24.0	25.0	23.3	35.0	33.0	33.0
% OF FEMALE POPULATION	6.6	7.0	4.6	4.0	3.0	3.0
% OF MALE POPULATION	41.3	43.0	43.8	64.0	63.0	61.0
COMPANY SHARES %						
1) KOREAN TOBACCO & GINSENG	99.8	98.5	95.9	95.6	94.9	94.6
2) PHILIP MORRIS	N.A.	N.A.	1.1	1.5	2.0	2.3
3) JAPAN TOBACCO	N.A.	N.A.	0.1	0.4	0.8	1.2
4) R.J. REYNOLDS	N.A.	N.A.	1.3	1.2	1.1	1.1
5) B.A.T.	N.A.	N.A.	0.9	0.7	0.7	0.5
OTHERS	0.2	1.5	0.7	0.6	0.5	0.3
COMPANY SHARES OF IMPORTED SEGMENT %						
1) PHILIP MORRIS	31.2	37.2	27.6	33.3	37.9	43.1
2) JAPAN TOBACCO	----	----	2.0	8.7	15.9	22.3
3) R.J. REYNOLDS	27.9	25.4	32.0	27.8	22.2	19.5
4) B.A.T.	31.5	36.5	22.6	13.9	11.4	9.3
OTHERS	9.4	0.9	15.8	16.8	12.6	5.8

*Does not include Duty Free Imports

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Source: https://www.industrydocuments.ucsf.edu/docs/mtgl0000

Source: https://www.industrydocuments.ucsf.edu/docs/mtgl0000

(KOREA)		1987	1988	1989	1990	1991	1992
BRAND FAMILY SHARES %							
BRAND NAME	TRADEMARK OWNERSHIP						
1) 88 (EIGHTY-EIGHT)	KOREAN TOBACCO & GINSENG	---	66.6	58.1	62.5	63.3	59.5
2) HALLA	KOREAN TOBACCO & GINSENG	---	---	6.3	10.1	13.2	15.9
3) EXPO	KOREAN TOBACCO & GINSENG	---	---	---	---	1.5	4.6
4) MILD SEVEN	JAPAN TOBACCO	---	---	0.1	0.3	0.2	1.2
5) Y.S.L.	R.J. REYNOLDS	---	0.2	0.9	0.9	0.5	1.1
6) VIRGINIA SLIMS	PHILIP MORRIS	---	---	0.5	0.6	0.9	1.1
7) MARLBORO	PHILIP MORRIS	---	0.3	0.4	0.6	1.0	0.4
8) VANTAGE	R.J. REYNOLDS	---	---	---	---	0.3	0.4
9) OTHERS		---	32.9	33.8	25.0	18.5	15.8
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)		97.7	99.2	99.3	99.2	99.0	98.9
FILTER MENTHOL		1.8	0.8	0.7	0.8	1.0	1.1
PRICE SEGMENTATION %							
PREMIUM (W1,000 AND ABOVE)		0.1	0.3	2.7	2.8	2.5	2.4
HIGH (W800-W900)		---	1.2	1.7	1.7	2.6	3.9
MEDIUM (W700)		---	---	7.2	23.2	32.5	37.2
REGULAR (W600)		37.3	62.8	70.1	61.6	50.5	48.1
LOW (BELOW W600)		62.6	35.7	18.3	10.7	11.9	8.4
TAR & NICOTINE SEGMENTATION %							
ULTRA LOW (BELOW 6 MG)		---	---	7.1	11.5	15.7	20.6
LOW ((6-10 MG)		10.0	70.6	62.7	70.0	72.9	71.1
MEDIUM (11-15 MG)		69.0	23.2	29.4	17.7	10.5	7.9
HIGH/FULL FLAVOR (16+ MG)		21.0	6.2	0.8	0.8	0.9	0.4
TOBACCO TYPE SEGMENTATION %							
BLOND: PSUEDO AMERICAN		100.0	99.7	99.7	99.8	99.9	99.9

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(KOREA)	1987	1988	1989	1990	1991	1992
LENGTH SEGMENTATION %						
85 MM	---	99.2	89.4	75.3	59.2	53.1
95 - 120 MM	---	0.8	10.6	24.7	40.8	46.9
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	100	100	100	100	100	100
PACK TYPE SEGMENTATION %						
SOFT PACK	97.9	99.7	97.4	95.6	94.6	93.8
FLIP TOP BOX	2.1	0.3	2.6	4.4	5.4	6.2
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	--	--	--	2	2	2
B) RADIO	--	--	--	2	2	2
C) NEWSPAPERS	--	--	--	2	*3	*3
D) MAGAZINES	--	--	--	3	3	**3
E) COUPONS	--	--	--	3	*2	2
F) POINT OF SALE	--	--	--	1	*1	***3
G) BILLBOARDS	--	--	--	2	*2	2
H) CINEMA	--	--	--	2	*2	2
I) SAMPLING	--	--	--	3	*3	***3

*Event sponsorship only advertisements allowed.
**120 Magazine insertions per brand family per year.
***At point of purchase only.

Source: https://www.industrydocuments.ucsf.edu/docs/mtgl0000

(KOREA)	1987	1988	1989	1990	1991	1992
HEALTH WARNING & T&N LISTINGS ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
CIGAR(MILLIONS)	0.4	N.A.	N.A.	N.A.	N.A.	N.A.

2500058928

Source: https://www.industrydocuments.ucsf.edu/docs/mtgl0000

NAME OF MARKET: MALAYSIA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	16.63	17.48	17.81	18.54	17.78	17.25
OF WHICH LOCAL MANUFACTURE:	100%	100%	100%	100%	100%	100%
POPULATION TOTAL (MILLIONS)	16.5	16.9	17.4	17.9	18.2	18.6
PER CAPITA CONSUMPTION	1,007.9	1,034.3	1,023.6	1,035.7	976.9	927.4
SMOKER INCIDENCE						
% OF TOTAL POPULATION	15.7	14.2	14.2	15.8	N.A.	N.A.
% OF FEMALE POPULATION	1.0	1.8	0.7	0.6	N.A.	N.A.
% OF MALE POPULATION	27.4	27.8	27.8	31.5	N.A.	N.A.
COMPANY SHARES %						
1)ROTHMANS	42.3	45.2	49.4	52.7	54.7	53.6
2)MALAYSIAN TOBACCO COMPANY (MTC)	43.7	33.8	30.2	28.1	26.7	26.4
3)R.J. REYNOLDS	9.6	17.1	16.9	15.7	15.4	14.8
4)PHILIP MORRIS	4.0	3.4	3.4	3.5	3.2	5.1
OTHERS	0.4	0.5	0.1	---	---	0.1

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Source: https://www.industrydocuments.ucsf.edu/docs/mtgl0000

(MALAYSIA)			1987	1988	1989	1990	1991	1992
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1)DUNHILL	ROTHMANS	R.P.M.	23.9	22.0	25.2	29.4	32.9	33.8
2)BENSON & HEDGES	B.A.T.	M.T.C.	22.4	14.8	12.9	12.2	11.4	10.9
3)SALEM	R.J. REYNOLDS	R.J. REYNOLDS	4.2	4.6	5.4	7.3	8.2	9.4
4)P. STUYVESANT	ROTHMANS	R.P.M.	3.3	3.2	4.0	4.6	5.1	5.7
5)MARLBORO	P. MORRIS	P. MORRIS	4.0	3.4	3.4	3.5	3.2	5.1
6)VIRGINIA GOLD	ROTHMANS	R.P.M.	5.9	6.0	4.3	4.3	3.8	3.3
7)LUCKY STRIKE	B.A.T.	M.T.C.	2.1	1.8	3.4	3.5	3.2	2.8
8)KENT	B.A.T.	M.T.C.	2.3	2.7	2.2	2.3	2.6	2.7
9)GOLD FLAKE	B.A.T.	M.T.C.	4.0	5.6	4.0	3.5	2.8	2.2
10)STATE EXPRESS 555	B.A.T.	M.T.C.	1.7	1.1	1.2	1.4	1.8	2.1
11)WHITE HORSE(YELLOW)	ROTHMANS	R.P.M.	5.6	4.4	3.3	2.3	1.5	1.1
12)PLAYERS GOLD LEAF	B.A.T.	M.T.C.	6.9	3.8	2.1	1.7	1.4	1.1
13)ROTHMANS	ROTHMANS	R.P.M.	1.9	1.2	1.1	1.0	1.0	1.0
14)WINSTON	R.J. REYNOLDS	R.J. REYNOLDS	1.3	0.9	0.6	0.5	0.5	0.5
15)DORAL	R.J. REYNOLDS	R.J. REYNOLDS	1.6	1.5	0.4	0.2	0.1	---
16)EMBASSY 88	B.A.T.	M.T.C.	1.7	0.4	---	---	---	---
OTHERS			7.2	22.6	26.5	22.3	20.5	18.3
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			89.8	87.0	85.6	84.7	84.5	83.4
FILTER MENTHOL			7.3	10.5	11.9	12.8	13.0	14.2
NON-FILTER			2.9	2.5	2.5	2.5	2.5	2.4
PRICE SEGMENTATION %								
PREMIUM (M$2.50 & ABOVE)			15.2	14.5	14.5	16.7	17.0	*16.6
HIGH (M$2.30-M$2.40)			52.1	41.7	43.4	46.1	50.0	*58.5
MEDIUM (M$1.60-M$2.20)			4.0	1.2	3.1	3.5	3.7	---
LOW (UNDER M$1.50)			28.7	42.6	39.0	32.7	30.0	*24.9
TOBACCO TYPE SEGMENTATION %								
BLOND: AMERICAN			16.4	23.3	25.6	35.7	40.0	40.1
VIRGINIA			83.6	76.7	74.4	64.3	60.0	59.9

*New Pricing for 1992
(M$2.80+)
(M$2.30 - M$2.70)
(M$2.20 - BELOW)

2500589330

Source: https://www.industrydocuments.ucsf.edu/docs/mtgl0000

(MALAYSIA)	1987	1988	1989	1990	1991	1992
LENGTH SEGMENTATION %						
66 MM TO 72 MM	2.5	2.2	2.2	2.2	2.1	2.0
74 MM TO 80 MM	---	---	---	---	---	---
82 MM to 88 MM	91.7	88.1	85.4	86.8	88.5	89.5
90 MM AND OVER	5.8	9.7	12.4	11.0	9.4	8.5
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	6.2	5.1	5.1	4.5	2.6	3.9
11 TO 15 CIGTS/PACK	11.6	8.5	8.2	8.9	9.0	8.7
20 CIGTS/PACK	82.2	86.4	86.1	86.0	86.4	83.9
50 CIGTS/PACK	---	---	0.6	0.6	2.0	3.5
PACK TYPE SEGMENTATION %						
SOFT PACK	21.6	28.3	29.4	28.6	29.2	28.6
FLIP TOP BOX	78.2	71.6	70.5	71.4	70.8	71.3
SLIDE AND SHELL	0.2	0.1	0.1	---	---	0.1
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	3	3	3	3	3	3
D) MAGAZINES	3	3	3	3	3	3
E) COUPONS	-	-	-	-	-	-
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	3	3	3	3	3	3
I) SAMPLING	1	1	1	1	1	1

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Source: https://www.industrydocuments.ucsf.edu/docs/mtgl0000

(MALAYSIA)	1987	1988	1989	1990	1991	1992
HEALTH WARNING & T&N LISTINGS ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

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Source: https://www.industrydocuments.ucsf.edu/docs/mtgl0000

NAME OF MARKET: PAKISTAN

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	37,061	33,606	31,503	31,794	30,246	30,643
OF WHICH LOCAL MANUFACTURE: 100%						
POPULATION TOTAL (MILLIONS)	102.24	105.30	108.56	111.81	115.16	118.60
PER CAPITA CONSUMPTION	362	319	291	284	263	258
COMPANY SHARES %						
1) PAKISTAN TOBACCO CO. (B.A.T.)	48.5	53.5	56.3	56.2	57.3	51.9
2) LAKSON TOBACCO CO.(ROTHMANS)*	25.1	25.5	25.0	24.3	22.0	20.7
3) PREMIER TOBACCO INDUSTRIES,LTD.(P.M.I.)	16.2	13.3	13.7	13.6	13.2	16.3
4) SOUVENIR TOBACCO CO.	5.7	2.2	2.6	2.6	2.3	2.5
5) KHYBER TOBACCO CO.	3.3	3.9	0.2	0.1	0.2	0.7
OTHERS	1.2	1.6	2.2	3.2	4.8	7.9

* Lakson Tobacco includes Mogul shares.

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Source: https://www.industrydocuments.ucsf.edu/docs/mtgl0000

(PAKISTAN)

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER	1987	1988	1989	1990	1991	1992
BRAND FAMILY SHARES %								
1) EMBASSY FT.	B.A.T.	P.T.C.	23.6	28.9	29.4	26.5	24.7	21.7
2) GOLD FLAKE	B.A.T.	P.T.C.	5.3	7.0	9.1	10.6	13.2	13.8
3) R&W KSF HL	G.P.I.	P.T.I.	2.5	2.6	3.4	4.1	5.9	7.9
4) MORVEN GOLD	L.T.C.	L.T.C.	4.6	4.4	5.5	6.5	6.8	7.6
5) GOLD LEAF HL	B.A.T.	P.T.C.	5.4	6.2	7.2	6.7	7.1	7.3
6) ROYALS FILTER	L.T.C.	L.T.C.	7.0	7.9	5.4	6.6	6.0	5.5
7) WILLS KINGS	B.A.T.	P.T.C.	2.2	2.3	2.7	3.3	4.3	4.5
8) MARK - 7 FT	L.T.C.	L.T.C.	1.4	4.7	5.2	4.1	3.3	2.8
9) WILLS FT SS20s	B.A.T.	P.T.C.	3.9	3.1	2.9	2.8	2.6	2.6
10) CAPSTAN NC	B.A.T.	P.T.C.	2.9	2.6	2.7	2.6	2.4	2.4
11) K-2 KSF	P.T.I.	P.T.I.	2.9	2.0	2.0	2.1	1.9	1.8
12) WINNER FT	P.T.I.	P.T.I.	---	0.6	1.8	1.7	1.7	1.8
13) R&W CANDY	G.P.I.	P.T.I.	---	---	1.7	1.7	1.5	1.7
14) LORD	L.T.C.	L.T.C.	0.7	0.8	1.5	1.8	1.8	1.7
15) PRINCETON SC	L.T.C.	L.T.C.	2.2	1.8	1.8	1.6	1.5	1.5
16) PLAYERS NO.6	B.A.T.	P.T.C.	1.3	1.2	1.3	1.3	1.4	1.3
17) MELBURN	S.T.C.	S.T.C.	1.8	1.7	1.5	1.4	1.2	1.2
18) ROYALS PLAIN	L.T.C.	L.T.C.	2.8	2.2	1.3	0.9	0.6	0.6
19) K-2 SPECIAL	P.T.I.	P.T.I.	2.7	1.9	1.2	0.9	0.5	0.5
20) K-2 PLAIN	P.T.I.	P.T.I.	3.6	3.2	2.7	2.2	0.9	---
OTHERS			23.2	14.9	9.7	10.5	10.7	12.1
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			83.8	88.9	83.0	94.8	97.1	98.1
NON-FILTER			16.2	11.1	7.0	5.2	2.9	1.9
TOBACCO TYPE SEGMENTATION %								
BLEND: VIRGINIA			100	100	100	100	100	100

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Source: https://www.industrydocuments.ucsf.edu/docs/mtgl0000

(PAKISTAN)	1987	1988	1989	1990	1991	1992
LENGTH SEGMENTATION %						
KING SIZE PLUS (83 MM AND MORE)	30.5	30.2	35.5	37.2	44.9	49.1
LONG SIZE (78 - 80 MM)	21.9	24.5	25.1	25.3	23.2	22.8
REGULAR SIZE (68 - 72 MM)	47.6	45.3	39.4	37.5	31.9	28.1
PACK COUNT SEGMENTATION %						
10 CIGTS/PACK	43.6	43.8	59.3	40.0	32.1	34.0
20 CIGTS/PACK	56.4	56.2	40.7	60.0	67.9	66.0
PACK TYPE SEGMENTATION %						
SOFT PACK	26.3	26.0	26.0	29.3	29.0	29.0
FLIP TOP BOX	30.1	30.2	33.3	33.4	37.5	41.3
SLIDE AND SHELL	43.6	43.8	40.7	37.3	33.5	29.8
PRINCESS PACK	<0.1	<0.1	<0.1	<0.1	<0.1	
PRICE SEGMENTATION %						
CAT A (PREMIUM)	5.5	6.3	7.3	6.8	7.1	7.4
CAT B (HIGH)	3.0	2.7	3.0	3.0	2.8	2.7
CAT C (MEDIUM HIGH)	17.0	18.6	28.0	32.2	37.1	43.7
CAT D (MEDIUM)	12.8	9.3	6.1	6.1	5.4	32.3
CAT E (LOW)	43.9	47.5	43.5	40.0	35.5	13.9
CAT F (ECONOMY)	17.8	15.6	12.1	11.8	12.1	--
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

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Source: https://www.industrydocuments.ucsf.edu/docs/mtgl0000

(PAKISTAN)	1987	1988	1989	1990	1991	1992
HEALTH WARNING & T&N LISTINGS ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

Source: https://www.industrydocuments.ucsf.edu/docs/mtgl0000

NAME OF MARKET: PHILIPPINES

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	62,317	66,096	67,647	67,991	65,669	63,324
POPULATION TOTAL (MILLIONS)	57.4	58.7	60.1	61.5	62.9	64.3
PER CAPITA CONSUMPTION	1,086	1,126	1,126	1,106	1,044	1,063
SMOKER INCIDENCE						
% OF TOTAL POPULATION	13.8	15.2	15.2	16.3	16.7	N/A
% OF FEMALE POPULATION	3.7	4.0	4.7	5.1	5.0	N/A
% OF MALE POPULATION	24.0	26.3	28.0	28.1	28.6	N/A
COMPANY SHARES %						
1) FORTUNE TOBACCO	55.0	56.2	57.2	57.9	55.5	57.2
2) LA SUERTE/PMI	22.4	22.7	21.3	18.3	17.4	19.3
3) R.J. REYNOLDS	4.2	4.4	5.4	8.0	9.6	11.2
4) STERLING	3.2	2.7	2.9	2.9	5.5	3.7
OTHERS	15.2	14.0	13.2	12.9	12.0	8.6

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) CHAMPION	FORTUNE	FORTUNE	16.9	19.4	21.8	19.0	16.6	19.4
2) HOPE	FORTUNE	FORTUNE	12.1	13.1	14.8	17.8	20.2	18.0
3) MARLBORO	PHILIP MORRIS	LA SUERTE	12.2	13.0	12.0	9.9	9.8	10.9
4) WINSTON	R.J. REYNOLDS	FORTUNE	3.6	3.6	4.6	7.1	8.6	9.7
5) PM	PHILIP MORRIS	LA SUERTE	10.2	9.7	9.3	8.4	7.5	8.3
6) MORE	FORTUNE	FORTUNE	3.2	2.7	3.5	4.2	4.3	5.8
7) LIBERTY	FORTUNE	FORTUNE	NIL	0.4	1.1	1.9	2.6	3.1
8) EVERGREEN	FORTUNE	FORTUNE	10.7	7.7	5.0	4.8	2.9	2.5
9) STORK	STERLING	STERLING	0.1	0.5	1.0	1.1	3.4	2.4
10) MARK	FORTUNE	FORTUNE	2.1	2.2	2.4	1.9	2.5	2.3

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Source: https://www.industrydocuments.ucsf.edu/docs/mtgl0000

(PHILIPPINES)	1987	1988	1989	1990	1991	1992
MARKET SEGMENTATION %						
FILTER (NON-MENTHOL)	20.8	20.8	21.6	23.8	26.0	29.0
FILTER MENTHOL	66.4	68.0	68.5	67.2	66.6	65.0
NON-FILTER	0.1	0.1	---	---	---	---
NATIVE	12.7	11.1	9.9	9.0	7.4	6.0
PRICE SEGMENTATION %						
PREMIUM	10.1	9.6	9.2	8.4	7.5	8.4
HIGH	25.6	27.5	29.4	33.0	36.1	35.8
MEDIUM	13.3	12.3	13.4	12.8	14.5	17.4
LOW	51.0	50.5	48.0	45.8	41.9	38.4
TAR & NICOTINE SEGMENTATION %						
HIGH/FULL FLAVOR	99.1	99.3	99.3	99.3	99.3	99.4
LOW TAR 14 MG LIGHTS	0.9	0.7	0.7	0.7	0.7	0.6
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	87.3	88.9	90.1	91.0	92.6	94.0
OTHER	12.7	11.1	9.9	9.0	7.4	6.0
LENGTH SEGMENTATION %						
70 MM AND SHORTER	0.4	0.2	0.2	0.1	NIL	NIL
80 MM TO 85 MM	35.8	38.6	41.7	41.2	42.8	47.7
100 MM TO 120 MM	51.1	50.1	48.2	49.7	49.8	46.3
NATIVE	12.7	11.1	9.9	9.0	7.4	6.0
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	87.3	88.9	90.1	91.0	92.6	94.0
NATIVE 10/20/30's SPLIT N.A.	12.7	11.1	9.9	9.0	7.4	6.0

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Source: https://www.industrydocuments.ucsf.edu/docs/mtgl0000

(PHILIPPINES)	1987	1988	1989	1990	1991	1992
PACK TYPE SEGMENTATION %						
SOFT PACK	99.7	99.8	99.8	99.9	99.9	100.0
FLIP TOP BOX	0.3	0.2	0.2	0.1	0.1	--
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	YES	YES	YES	YES	YES	YES
B) RADIO	YES	YES	YES	YES	YES	YES
C) NEWSPAPERS	YES	YES	YES	YES	YES	YES
D) MAGAZINES	YES	YES	YES	YES	YES	YES
E) COUPONS	YES	YES	YES	YES	YES	YES
F) POINT OF SALE	YES	YES	YES	YES	YES	YES
G) BILLBOARDS	YES	YES	YES	YES	YES	YES
H) CINEMA	YES	YES	YES	YES	YES	YES
I) SAMPLING	YES	YES	YES	YES	YES	YES
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

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Source: https://www.industrydocuments.ucsf.edu/docs/mtgl0000

NAME OF MARKET: SINGAPORE

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	3.7	3.7	3.5	3.5	3.6	3.7
PER CAPITA CONSUMPTION	1,407	1,407	1,313	1,311	1,335	1,316
FILTER SHARE %	92.1	92.9	93.7	94.3	95.1	95.4
COMPANY SHARES %						
1) ROTHMANS OF PALL MALL	32.1	29.4	28.1	27.8	26.3	25.5
2) PHILIP MORRIS	23.2	23.5	23.0	24.0	25.3	27.5
3) THONG HUAT (RJR)	23.0	23.3	24.2	24.7	24.8	24.6
4) SINGAPORE TOBACCO CO. (B.A.T.)	20.9	23.1	24.1	23.0	23.1	21.8
OTHERS	0.8	0.7	0.6	0.6	0.6	0.6

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1)MARLBORO	P.M.I.	P.M.I.	21.4	20.9	20.7	21.6	22.9	25.0
2)SALEM	R.J. REYNOLDS	R.J. REYNOLDS	14.7	15.7	16.4	16.4	16.9	17.2
3)DUNHILL	ROTHMANS	ROTHMANS	19.3	17.7	16.7	16.6	15.5	15.2
4)LUCKY STRIKE	B.A.T.	S.T.C.	5.2	8.1	9.5	9.4	10.1	9.5
5)CONSULATE	ROTHMANS	ROTHMANS	6.4	6.0	6.2	6.3	6.1	5.8
6)CAMEL	R.J. REYNOLDS	R.J. REYNOLDS	6.0	5.0	4.4	4.3	4.0	3.7
7)KENT	B.A.T.	S.T.C.	2.7	3.0	3.3	3.4	3.5	3.5
8)P. STUYVESANT	ROTHMANS	ROTHMANS	4.1	3.7	3.6	3.7	3.6	3.4
9)STATE EXPRESS 555	B.A.T.	S.T.C.	3.7	3.4	3.0	2.8	2.7	2.5
10)BENSON & HEDGES	B.A.T.	S.T.C.	3.2	2.9	2.8	2.6	2.5	2.4
11)ROTHMANS	ROTHMANS	ROTHMANS	2.1	1.8	1.4	1.2	1.1	1.0
OTHERS			11.2	11.8	12.0	11.8	11.1	10.8

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Source: https://www.industrydocuments.ucsf.edu/docs/mtgl0000

(SINGAPORE)			1987	1988	1989	1990	1991	1992
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			66.7	66.1	65.9	66.3	66.5	66.3
FILTER MENTHOL			25.4	26.8	27.8	28.0	28.4	29.1
NON-FILTER			7.9	7.1	6.3	5.7	5.1	4.6
PRICE SEGMENTATION %								
PREMIUM			28.7	26.1	22.9	22.3	22.2	22.0
HIGH			23.5	40.6	46.0	46.7	46.8	48.6
MEDIUM			28.5	12.2	7.9	8.7	8.1	7.9
LOW			19.4	21.1	23.2	22.4	22.9	21.5
	Prem (Sing.$)	same		2.8+	3.10+	3.50+	3.90+	4.20+
	High	same		2.79-2.60	2.90-3.09	3.30-3.49	3.70-3.89	4.00-4.19
	Med	same		2.59-2.40	2.70-2.89	3.10-3.29	3.50-3.69	3.80-3.99
	Low	same		below 2.40	2.69-below	3.09-below	3.49-below	3.79-below
TOBACCO TYPE SEGMENTATION %								
BLEND: AMERICAN			50.4	57.2	63.4	64.5	66.8	68.2
VIRGINIA			49.6	42.8	36.6	35.5	33.2	31.8
LENGTH SEGMENTATION %								
REGULAR			8.7	7.8	6.1	5.7	5.1	4.6
LONG SIZE			14.8	18.4	26.7	27.2	28.4	29.8
KING SIZE			73.5	70.4	63.2	63.1	62.5	61.5
100MM+			3.0	3.1	3.7	3.9	3.9	4.0
95's			-	0.3	0.3	0.2	0.1	0.2
PACK COUNT SEGMENTATION %								
7's			3.2	4.1	3.7	3.8	0.6	0.6
10's			13.5	14.4	18.3	18.7	19.8	21.8
12's			8.4	7.2	4.6	3.8	4.5	4.3
14's			14.5	10.9	10.1	10.5	9.3	9.1
20's			60.0	61.5	61.5	62.3	63.2	61.7
OTHERS			0.4	1.9	1.8	1.0	2.6	2.5

2500058941

Source: https://www.industrydocuments.ucsf.edu/docs/mtgl0000

(SINGAPORE)	1987	1988	1989	1990	1991	1992
PACK TYPE SEGMENTATION %						
SOFT PACK	46.0	44.3	44.4	44.4	44.3	42.6
FLIP TOP BOX	50.2	52.2	52.5	52.6	52.9	54.8
SLIDE AND SHELL	3.6	3.3	3.0	2.8	2.6	2.5
PRINCESS PACK	0.1	0.1	0.1	0.1	0.1	0.1
OTHER (TIN)	0.1	0.1	---	---	---	---
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	2	2	2	2	2	2
D) MAGAZINES	2	2	2	2	2	2
E) POINT OF SALE	3	3	3	2	2	2
F) BILLBOARDS	2	2	2	2	2	2
G) CINEMA	2	2	2	2	2	2
H) SAMPLING	2	2	2	2	2	2
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
A) PACKS	NO	NO	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

2500058942

Source: https://www.industrydocuments.ucsf.edu/docs/mtgl0000

NAME OF MARKET: TAIWAN

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	33.2	34.3	35.2	34.9	36.1	35.0
OF WHICH LOCAL MANUFACTURE:	26.6	28.8	30.1	30.0	31.0	29.4
IMPORTED FROM US/UK	6.6	5.5	5.1	4.9	5.1	5.6
POPULATION TOTAL (MILLIONS)	19.59	19.45	20.00	20.20	20.50	20.80
PER CAPITA CONSUMPTION (STICKS)	1,695	1,763	1,760	1,720	1,760	1,707
SMOKER INCIDENCE						
% OF TOTAL POPULATION	27.5	29.5	29.3	31.8	31.7	31.7
% OF FEMALE POPULATION	N.A.	2.6	3.9	4.7	4.8	4.8
% OF MALE POPULATION	N.A.	47.3	47.4	54.4	54.4	54.4
COMPANY SHARES %						
1) TAIWAN TOBACCO & WINE MONOPOLY	83.5	83.9	85.6	86.0	85.9	83.9
2) PHILIP MORRIS	8.2	9.6	8.6	8.4	6.4	6.0
3) B.A.T.	4.0	3.8	3.6	3.2	4.2	5.0
4) R.J. REYNOLDS	1.3	1.3	0.9	0.8	1.6	1.6
5) ROTHMANS	0.8	0.8	0.7	1.3	0.9	1.0
6) JAPAN TOBACCO	--	--	--	--	0.4	0.9
OTHERS	2.2	0.6	0.6	0.3	0.6	1.6
COMPANY SHARES OF IMPORTED SEGMENT %						
1) PHILIP MORRIS	49.8	59.3	59.9	60.2	45.0	37.0
2) B.A.T.	22.9	23.2	25.1	22.8	30.0	30.8
3) R.J. REYNOLDS	7.7	8.3	6.4	5.9	11.1	10.1
4) ROTHMANS	4.7	4.7	4.8	9.4	6.1	6.5
5) JAPAN TOBACCO	---	---	---	---	2.7	5.7
OTHERS	14.9	4.5	3.8	1.7	5.1	9.9

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Source: https://www.industrydocuments.ucsf.edu/docs/mtgl0000

(TAIWAN)			1987	1988	1989	1990	1991	1992
BRAND FAMILY SHARES OF IMPORTED SEGMENT %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) STATE EXPRESS	B.A.T.	B.A.T.	9.9	15.4	21.1	19.4	26.5	27.5
2) PARLIAMENT	P.M.I.	P.M.I.	14.3	27.2	30.7	22.7	18.9	15.8
3) MARLBORO	P.M.I.	P.M.I.	33.9	31.0	26.6	15.6	15.8	15.6
4) YSL	R.J. REYNOLDS	R.J. REYNOLDS	2.6	3.6	3.9	4.5	8.1	8.2
5) L&M	P.M.I.	P.M.I.	---	---	0.6	20.5	8.4	3.3
6) CARTIER	ROTHMANS	ROTHMANS	1.1	1.5	2.0	1.4	2.0	2.7
7) KENT	B&W	B&W	11.1	7.1	3.9	3.1	3.4	2.5
8) VIRGINIA SLIMS	P.M.I.	P.M.I.	---	---	0.2	1.1	1.6	2.1
9) DUNHILL	ROTHMANS	ROTHMANS	1.1	0.9	1.1	1.1	1.6	2.0
10) CRAVEN A	ROTHMANS	ROTHMANS	---	0.5	0.8	6.2	2.0	1.3
OTHERS			.26.0	12.8	9.1	4.4	11.7	19.0
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			96.1	99.0	99.4	99.5	99.3	99.4
FILTER MENTHOL			0.5	0.6	0.6	0.5	0.7	0.6
NON-FILTER			0.4	0.4	0.0	0.0	0.0	0.0
PRICE SEGMENTATION %								
PREMIUM			16.5	16.1	14.4	10.1	14.1	16.0
LOW			83.5	93.9	85.6	89.9	85.9	84.0
TAR & NICOTINE SEGMENTATION %								
HIGH/FULL FLAVOR			94.5	92.6	80.0	73.1	71.7	66.7
LOW FLAVOR			5.5	7.4	20.0	26.9	28.3	33.3

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Source: https://www.industrydocuments.ucsf.edu/docs/mtgl0000

(TAIWAN)	1987	1988	1989	1990	1991	1992
TOBACCO TYPE SEGMENTATION %						
VIRGINIA	85.1	86.4	89.4	89.2	89.7	89.4
AMERICAN	14.9	13.6	10.6	10.8	10.3	10.6
LENGTH SEGMENTATION %						
71 MM TO 79 MM	2.0	4.9	2.8	2.1	2.0	2.0
80 MM TO 85 MM	93.6	89.0	91.1	92.4	92.6	90.7
100 MM	4.4	6.1	6.1	5.5	5.4	7.3
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	100.0	100.0	100.0	100.0	100.0	100.0
PACK TYPE SEGMENTATION %						
SOFT PACK	80.4	76.6	70.4	66.2	58.3	51.5
FLIP TOP BOX	19.6	23.4	29.6	33.8	41.7	48.5
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	2	2	2	2	2	2
D) MAGAZINES	3	3	3	3	3	3
E) COUPONS	1	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	2	2	2	2	2	2
I) SAMPLING	3	3	3	3	3	3

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Source: https://www.industrydocuments.ucsf.edu/docs/mtgl0000

(TAIWAN)		1987	1988	1989	1990	1991	1992
HEALTH WARNING & T&N LISTINGS							
ANSWER EITHER: YES OR NO							
		(Health Warning Only)					
WARNING ON:	A) PACKS	YES	YES	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO	NO
	C) ADVERTISING	YES*	YES*	YES*	YES*	YES*	YES*
SPECIFIC T&N NUMBERS ON:		(Magazine only)					
	A) PACKS	NO	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:							
	A) PACKS	NO	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO	NO

*Magazine only.

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Source: https://www.industrydocuments.ucsf.edu/docs/mtgl0000

NAME OF MARKET: THAILAND

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	30,927	33,203	36,900	39,000	39,200	39,700
OF WHICH LOCAL MANUFACTURE:	100%	100%	100%	100%	99.2%	97.3%
IMPORTED:	---	---	---	---	0.8%	2.7%
POPULATION TOTAL (MILLIONS)	53.6	54.6	55.7	57.7	57.8	59.0
PER CAPITA CONSUMPTION	564	603	609	676	678	673
COMPANY SHARES %						
1) THAILAND TOBACCO MONOPOLY	100	100	100	100	99.2	97.3
2) PHILIP MORRIS	----	---	---	---	0.3	1.3
3) R.J. REYNOLDS	----	---	---	---	0.2	0.5
4) OTHERS	----	---	---	---	0.3	0.9
BRAND FAMILY SHARES %						
BRAND NAME / TRADEMARK OWNERSHIP						
1)KHRONG THIP THAILAND TOBACCO MONOP	50.7	54.1	56.7	60.8	66.9	69.2
2)FALLING RAIN THAILAND TOBACCO MONOP	4.5	6.0	7.0	7.5	8.4	8.8
3)GOLD CITY 85 THAILAND TOBACCO MONOP	14.0	12.8	11.7	10.0	9.4	7.9
4)SAMIT 14 THAILAND TOBACCO MONOP	9.6	7.4	6.0	5.0	4.1	3.5
5)RUANG THIP THAILAND TOBACCO MONOP	8.1	7.7	7.1	7.6	2.5	2.0
6)KLED THONG (NF) THAILAND TOBACCO MONOP	3.3	2.9	2.5	2.2	2.1	1.5
7)ROYAL STD III THAILAND TOBACCO MONOP	2.9	2.5	2.2	2.1	1.6	1.4
8)MARLBORO K.S. PHILIP MORRIS	----	---	---	---	0.3	1.3
9)ROYAL STD DELUXE THAILAND TOBACCO MONOP	0.8	0.8	0.9	0.9	0.7	0.6
10)KRONGTHIP DELUXE THAILAND TOBACCO MONOP	---	---	0.9	0.0	0.9	0.6
11)THE MOON THAILAND TOBACCO MONOP	2.1	1.9	1.7	1.5	0.8	0.5
12)KRUNGTHONG THAILAND TOBACCO MONOP	1.4	1.1	1.0	0.9	0.6	0.5
13)SAMIT (NF) THAILAND TOBACCO MONOP	1.5	1.2	0.9	0.6	0.4	0.4
14)WINSTON R.J.REYNOLDS	---	---	---	---	0.1	0.4
15)KLEDTHONG 27 THAILAND TOBACCO MONOP	0.6	0.6	0.5	0.6	0.3	0.3
16)KWANTHONG THAILAND TOBACCO MONOP	---	---	---	0.4	0.2	0.1
17)FALLING RAIN DELUXE THAILAND TOBACCO MONOP	---	---	---	---	0.2	0.0
18)STAR (DAO) THAILAND TOBACCO MONOP	0.1	0.0	0.0	0.0	0.0	0.0
19)KWAETHONG THAILAND TOBACCO MONOP	0.5	1.1	1.0	---	---	---

* NOTE: Import cigarettes commenced August 1991.

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(THAILAND)	1987	1988	1989	1990	1991	1992
MARKET SEGMENTATION %						
FILTER (NON-MENTHOL)	81.6	78.1	78.8	80.9	84.7	85.9
FILTER MENTHOL	3.4	6.0	7.0	7.9	8.7	9.0
PLAIN	15.0	15.9	14.2	11.2	6.6	5.1
PRICE SEGMENTATION %						
PREMIUM (16 & ABOVE)	0.0	0.0	1.0	2.0	2.7	3.8
HIGH (13)	77.9	83.6	81.0	86.0	91.7	92.0
LOW/MEDIUM (4-9)	22.1	16.4	18.0	12.0	5.6	4.2
TAR & NICOTINE SEGMENTATION %						
HIGH/FULL FLAVOR (>16)	100	100	100	100	99.8	99.5
MEDIUM FLAVOR (16+BELOW)	0.0	0.0	0.0	0.0	0.2	0.5
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	67.0	74.0	76.5	80.8	87.1	89.3
VIRGINIA	29.7	17.2	14.7	13.6	10.2	8.6
THAI BLENDED	3.3	8.7	8.8	5.6	2.7	2.1
LENGTH SEGMENTATION %						
70 MM	15.0	15.9	14.2	11.2	6.6	5.1
80 MM - 85 MM	85.0	84.1	85.8	88.8	93.4	94.8
100 MM - 120 MM	---	---	---	---	---	0.1
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	100	100	100	100	100	100
PACK TYPE SEGMENTATION %						
SOFT PACK	99.4	99.4	99.4	98.2	97.9	98.1
FLIP TOP BOX	0.6	0.6	0.6	1.8	2.1	1.9

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Source: https://www.industrydocuments.ucsf.edu/docs/mtgl0000

(THAILAND)	1987	1988	1989	1990	1991	1992
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	3	3	2	2	2	2
D) MAGAZINES	3	3	2	2	2	2
E) COUPONS	3	3	3	3	3	2
F) POINT OF SALE	3	3	3	3	3	2
G) BILLBOARDS	3	3	2	2	2	2
H) CINEMA	3	2	2	2	2	2
I) SAMPLING	2	3	3	3	3	2

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